



Creative Brief / Authorization

DATE: Monday, August 2, 2004
PROJECT: Halloween Outreach Kit
NHTSA-14930
TO: Kathryn Henry
FROM: David Jacobs

1. **What is our behavioral objective in this assignment?**
Influence specific audience segments who will celebrate Halloween with alcohol to plan ahead and designate a sober driver, call for a sober ride or cab, or stop friends from driving impaired.
2. **What is our communications objective in this assignment?**
Increase awareness of the consequences of impaired driving, for those who drink and drive and their friends that allow them to do so. As a result, we hope to decrease the number of impaired drivers.
2. **Who are we talking to?**
 - A. "Risk-taker Rick" is the young male who will do anything in the name of having a good time, always looking for a thrill. While he knows better, he is willing to take a risk if he is having fun with his friends. He drinks for entertainment.
 - B. "Blue-collar Bob" is the typical "good ol' boy." He thinks nothing of grabbing a few drinks or a six-pack on his way home from a long day at work. He drinks out of habit and to take a break from his everyday responsibilities.
 - C. "Social Conformist" is the young professional single woman age 21-25 who is likely to meet friends for a drink after work. She typically conforms to the drinking habits of the group and is easily swayed to stay longer and have another drink — even if it's too many.
 - D. "Celebrator" is the male or female age 18-34 who may drink regularly but is over-consuming because of the occasion.
3. **What do they think now?**
 - A. They see drinking and driving as no big deal, not fully grasping how it can affect their lives—they know the facts and the stories, but they rest on the "it will never happen to me" mentality.
 - B. Most know better than to drink and drive, yet too many have not planned ahead.
 - C. At the end of the night, the benefit of driving home outweighs the risk of being caught (nearly only 1 in 800).
 - D. They don't want to face the negative social consequences of stopping their friends from having fun.
4. **What do we want them to do?**
 - A. Plan ahead
 - B. Designate a sober driver before they celebrate
 - C. Stop their friends from driving impaired
 - D. Call a cab
 - E. Stay where they are



5. What's the big deal? The key benefit? Claim?

If you get caught, an arrest will cost you thousands of dollars in lawyer/court fees and loss of insurance or higher rates. Plus you could lose your car and/or license, which could make it difficult to keep a job.

6. What are the top features that support this key benefit, claim or point of difference? (Based on research)

- A. Rick & Bob: You could be arrested and lose thousands of dollars, your license and car.
- B. Sally: Most people don't drive impaired – make the right choice.
- C. Celebrators: Don't turn a celebration into a nightmare.

7. Who or what is the competition?

Peer pressure compounded by social trends and the entertainment industry that portray drinking as fun, cool and a way to escape from everyday responsibilities. However, this can work for us by making the message compliment other messages geared toward personal responsibility by focusing on the specific action to plan ahead and always designate a sober driver.

8. Why is this message better than the competitor's?

Our message ultimately makes more sense than peer pressure—the consequences of driving impaired far outweigh the consequences of going against the crowd.

9. How loud can we speak? What tone is appropriate?

Young males often resist messages that suggest a disruption of their current lifestyles. So our message needs to take advantage of the alcohol industry's existing designated driving messages and programs but be more hard hitting, bold, aggressive and to the point.

10. What must we say? Any legal or corporate requirements?

Design a *Friends Don't Let Friends Drive Drunk – Designate a Sober Driver* logos with and without USDOT logo (PSA and sponsored version).

11. Is this a new campaign or part of existing strategy? (What is existing strategy?)

Existing core campaign using the existing *Friends Don't Let Friends Drive Drunk* and reframing the message to a "designate a sober driver" strategy.

12. Is input complete?

Yes.

13. What type of assignment is this? (If known at this time)

As part of this "Halloween Mini-Planner" campaign, we will create a holiday-specific online marketing kit, primarily to provide States and traffic safety advocates with marketing ideas to promote key messages. These items include:

- A. Holiday-specific logo/art work
- B. Radio spot and liner
- C. Poster
- D. Print ad
- E. Specialty items: coaster, bathroom poster and sober ride card.
- F. Earned media materials: news release, fact sheet, talking points, letter to the editor and sample op-ed piece.

14. When do we deliver?

September (exact date TBD).